

Walgreens

Intracompany correspondence

Date August 4, 1988
Subject RJR Cigarette/TV Guide Display
From D. Solner
To ALL DISTRICT MANAGERS.

INCREASE STORE PROFITS AND SALES ON CIGARETTES AND TV GUIDE MAGAZINE.

RJR has a special counter display that features cigarettes and provides a place to put your TV Guide displays. This display increases sales and store profits because product is accessible to the customer and RJR pays for the display.

Payments will be based on number and location of the display.

- Plan 4M 1. \$392 payment per year for two cigarette/TV Guide displays placed next to the primary and secondary cash registers.
- Plan 4E 2. \$320 payment per year for two cigarette/TV Guide displays placed on the primary and secondary check out counters away from the cash register.
- Plan 4S 3. \$280 payment per year for one display placed at the primary cash register.
- Plan 4B 4. \$216 payment per year for one cigarette/TV Guide display on the primary check out counter away from the cash register.

These displays are authorized for all locations. The displays must be self serve.

Your RJR representative will place the display for you.

DS/mb

cc: Mr. Karlin
Mr. Atlas
Regional Vice Presidents
Mr. Brunner
Mr. Iverson



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